

Customers are carried away by **Cereal-In-A-Cup.**



Perfect fit.



Take this.



Can't lose.



1 3 2 5



Cash and carry.

It's the end of the bowl and spoon era.



cereals snacks cookies crackers cones veggie foods

Cereal-In-A-Cup has changed the



77% of patrons rated the cup's portion size "excellent."¹

We've sized up the situation.

- Single-serve bowls and individual boxes don't hold enough cereal for most people.
- With significantly more cereal than bowl packs or individual-serve boxes, research shows Cereal-In-A-Cup is the portion size that satisfies your customers.

Kellogg's® Cereal-In-A-Cup has more cereal than most bowl packs and single-serve boxes.



BOWL PACK



SINGLE-SERVE BOX



CEREAL-IN-A-CUP

Your customers are looking out for #1 — Kellogg's®.

- Kellogg's® is the #1 cereal brand in both retail and foodservice.²
- Quality brands boost the image of your operation.

People have picked up on Cereal-In-A-Cup.

- It's the perfect size and shape for the growing number of cereal snackers who like to just dig in.
- It moves cereal out of the "breakfast-only" category, a perfect reason to leave cereal out all day and increase sales.

Right on the money.

- Snackability increases sales throughout the day.
- It's also great for adding bundled meals to your menu — milk and/or juice, fruit, coffee, a breakfast sandwich — the possibilities are endless.

Kellogg owns **5 out of 6** of the top foodservice brands.³

Available in these flavors and two great assortment packs:



the way people eat and sell cereal.

It sells itself when customers can serve themselves.

- Tower merchandisers offer bold support for serve-yourself sales.
- Table-top version holds up to 36 packages with a small footprint. Floor-standing holds up to 60 packages.
- Fits any high-traffic area to enhance bundling and impulse sales.



UPC Case Code	Product Description	Case Pack	Net Case Weight	Distributor Code
06353	Kellogg's® Froot Loops®	60/1.5 oz.	5.625 lbs.	
06355	Kellogg's® Special K®	60/1.25 oz.	4.688 lbs.	
06356	Kellogg's® Corn Pops®	60/1.5 oz.	5.625 lbs.	
06357	Kellogg's® Frosted Flakes®	60/2.1 oz.	7.875 lbs.	
08635	Kellogg's® Apple Jacks®	60/1.5 oz.	5.625 lbs.	
08636	Kellogg's® Rice Krispies®	60/1.3 oz.	4.875 lbs.	
11236	Kellogg's® Corn Flakes®	60/1.5 oz.	5.625 lbs.	
12163	Kellogg's® Raisin Bran Crunch®	60/2.8 oz.	10.5 lbs.	
17047	Kellogg's® Smart Start®	60/2.7 oz.	10.125 lbs.	
12609	Kellogg's® Family Assortment Pack*	60/1.25–2.8 oz.	7.3 lbs.	
12611	Kellogg's® Favorite Assortment Pack**	60/1.3–2.8 oz.	7.15 lbs.	

*Family Assortment Pack contains 16 of Kellogg's® Frosted Flakes®, 8 each of Kellogg's® Corn Flakes®, Kellogg's® Froot Loops®, Kellogg's® Raisin Bran Crunch®, Kellogg's® Smart Start® and Kellogg's® Special K® and 4 of Kellogg's® Rice Krispies®.

**Favorite Assortment Pack contains 16 of Kellogg's® Frosted Flakes®, 12 each of Kellogg's® Raisin Bran Crunch® and Kellogg's® Froot Loops®, 8 each of Kellogg's® Corn Pops® and Kellogg's® Apple Jacks® and 4 of Kellogg's® Rice Krispies®.

Call **877-511-5777** for information on how Kellogg's® Cereal-In-A-Cup can help build your business.

Operators reported an average **153%** increase in volume and **296%** increase in sales dollars.¹



Operators give Cereal-In-A-Cup **rave reviews.**

"Sold about three times better because it has better packaging – conveys better value."

– Hotel¹

58% of patrons say they would purchase cereal more often at this location.¹

82% of patrons would order it again.¹

"The size of the cup made the patrons much more inclined to buy."

– B&I¹

"For à la carte sales, the cup was better for eating dry and on the go."

– School¹



¹ Cereal-In-A-Cup Study, 2001 ² IRI, IFMATrac, 2002 ³ Wyoming Research, 2001

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